

## **REDEFINING LUXURY MARKET IN INDIA: CONTRASTS, CONTRADICTIONS AND EXTREMES**

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### **ABSTRACT**

India's luxury market, which grew 15 per cent in the last three years and which reached \$ 7.58 billion in 2012, witnessed growth of 20% over the past year and is estimated to have reached \$ 15 billion in 2015, is witnessing emergence of 'closet consumers'. Closet consumers' as those who look at the cost and value even when shopping for luxury products. The growth in the luxury market is on account of robust growth in the luxury categories like apparel and accessories, perfumes, fine dining and automotive. Indian Government has approved 51% FDI in Multi-Brand Retail and 100% in Single Brand Retail. India is undergoing an important revolution in the area of luxury brands. The impact of the luxury brands is extending from tier-I to tier-II cities. India would have more than double the number of HNIs to 403,000 by 2015 from 153,000 in 2010. The research sources includes Bulletins of RBI, journals, reports from FICCI, ASSOCHAM, AT Kearney's Global Retail Development Index (GRDI) 2012, CII-AT Kearney's Indian Luxury Review 2011, Ministry of Finance, Government of India, Capgemini and RBC Wealth Management's world wealth report 2012, 2013, CII-IMRB Report, 2013. The paper analyses how to target the closet consumer without alienating the mature luxury consumer? It also takes a close look at the rapid luxury retail sector growth in line with the augmenting list of HNIs in Indian Economy. The paper explains how the Luxury Market is yet to achieve its high. This conceptual paper brings forth the relevance of the Indian government policies on luxury market. The results of this study would help to create deep understanding about Indian luxury market. This study also reveals the Relationship among closet consumers, HNIs and Indian luxury market.

**KEYWORDS:** India, Luxury Brands, Closet Consumer HNIs, Policy

### **INTRODUCTION: FROM PAST TO PRESENT**

Luxury as a concept is not alien to India. Our culture is unique in that Indians have historically never seen a dichotomy between spirituality and materialism. The dominant Hinduism lays out the rules for the universe, in which preservation always goes hand in hand with wealth and prosperity; Vishnu the preserver is intertwined with Lakshmi, the Goddess of wealth. Despite this, the Indian luxury market accounts for almost a negligible 1 – 2% proportion of the global luxury market. Industry experts believe that multiple factors are contributing to the slow growth - low priority status assigned to luxuries by the government, lack of adequate range of luxury goods and service levels that are below par. They also believe that our culture dissuades us from flaunting our wealth.

Yet they are optimistic about the above factors changing in the coming years and predict that the luxury market will boom in India over the next few years. The last ten years of economic growth have seen a substantial new class of wealthy who have joined the ranks of the traditionally rich – from new generation entrepreneurs to senior corporate executives, from farmers who have sold their land off to developers to the BPO generation which lives at home with the parents and has money to splurge. Despite their newfound riches, however, findings indicate that there is an inherent mindset that is 'middle class' in India, even among those who can no longer be classified as middle class basis their

income. The inner conflict between a middle class mindset and the globally rich income level, between conspicuous consumption and a level of luxury which is a reward for hard work shapes what we call the closet consumer.

Closet consumers are cost conscious and seek 'value' even when buying luxury products. And their definitions, symbols of luxury are often in variance with conventional definitions and symbols of luxury. Based on their current lifestyles, values and needs from luxury, a segmentation framework divides these consumers into four distinct segments – spanning across those who are Connoisseurs, Experientialists, Aesthetes and Flaunters; with specifics on aspects that drive each of these segments.

CII-IMRB report, 2013 'The Changing Face of luxury in India' gives an overview of the luxury market today – that has witnessed robust growth of ~15% over the last 3 years and is estimated to have reached ~ USD 7.58 billion in 2012. Luxury products have grown the fastest at ~22% as compared to luxury services at ~15% and luxury assets at a much lower 9.4% - primarily contributed by slow growth in luxury real estate. It is the luxury categories like apparel & accessories, perfumes, fine dining and automotive that has contributed to this growth.

## **BACKGROUND: TRADITION TO MODERN**

Luxury in India has traditionally been associated with the royal dynasty of Maharajas. Whether it was the Rajputs of Rajasthan or the Nizams of Hyderabad, luxury was in the hands of the elite. The lavish lifestyles of these aristocrats were exclusive to members of the privileged class, who had inherited not only wealth, but an inclination to acquire the finest products that were available. This was the past.

The boundaries of luxury consumption have now expanded to include the masses, that is, the aspiring middle class including young professionals, entrepreneurs and well-travelled corporates. According to the McKinsey Global Institute, the Indian middle class will increase to 41 per cent of the population by 2025. The rise of a confident consumer class, which is starting to experience premium and luxury brands, has become a symbol of an increasingly dynamic and vibrant luxury market that transcends India's 'old money'. The luxury market in India is a market from Maharajas to Masses.

India's rising economic prosperity has fuelled contemporary consumerism which is clearly exemplifying the transformation of the Indian luxury market. It is projected that the Indian luxury market will reach USD 14.72 billion in 2015 with unprecedented growth rates in categories from fashion to automobiles to fine dining. India has often been cited as the next China as international luxury brands enter the market to benefit from the monetary gains of a desire economy. However, the Indian luxury market is not only different compared to other emerging markets, but unique. It is a market of contrasts, contradictions and extremes. It is these opposing forces that need to be understood and integrated into business strategies if luxury players are to leverage growth opportunities and avoid the pitfalls of market failure (CII-AT-Kearney-Report, 2012).

## **RESEARCH OBJECTIVE**

The study covers the following objectives:

- To discuss the fortunes and challenges of the Indian luxury market.
- To study how to target the "closet consumer" without alienating the mature luxury consumer.
- To discuss the Changing Face of luxury in India.
- To study the Relationship among closet consumers, HNIs and Indian luxury market.

- To find out the relevance of the Indian government policies on luxury market.
- To determine the potential risk factors in the luxury retail market.

## LITERATURE ON LUXURY MARKET

Glyn Atwal, Soumya Jain (2012) in their book “The Luxury Market in India: Maharajas to Masses” provides strategies to guide brands entering this high-potential market and capture the luxury rupee. Michel Chevalier, Michel Gutsatz (2012) in their book “Luxury Retail Management: How the World's Top Brands Provide Quality Product and Service Support” explains that Luxury Retail Management is our gold-plated ticket to the glamorous world of luxury retail. Jonas Hoffmann, Ivan Coste-Maniere (2011) in a book titled “Luxury Strategy in Action” discusses the meaning of luxury and the sorts of customers that buy luxury have continually been evolving, but never as dramatically as in the past 20 years. Jean-Noel Kapferer, Vincent Bastien (2009) in the book “The luxury strategy: break the rules of marketing to build luxury brands” highlights that luxury is in fashion. The Luxury Strategy unveils how in any market, including B to B, a company can learn from luxury strategies to differentiate itself profitably. Robin Lent, Genevieve Tour (2009) in the book “Selling Luxury: Connect with Affluent Customers, Create Unique Experiences through Impeccable Service, and Close the Sale” praised for Selling Luxury Michael Boroian, Alix de Poix (2009) in their book “India by Design: The Pursuit of Luxury and Fashion” intend to say that a rational view of the growing Global Luxury and Fashion Brands market in India. One of the most fundamental issues in the study of luxury is the concept’s relationship to necessity. “Luxury is any expenditure that goes beyond the necessary”, as Werner Sombart begins his essay on the concept and nature of luxury (Sombart, 1992). Two centuries before Sombart, Mandeville had tackled the definition of luxury against necessity in “The Fable of The Bees”, his controversial defence of luxury against prevailing moral views of the age. He proposed that in a strict sense, luxury is “everything [...] that is not immediately necessary to make Man subsist” (Mandeville, 1732). Appadurai, lists five characteristics of luxury (Appadurai, 1986), (1) Restriction to elites by law or price (2) Complexity of acquisition – which may or may not reflect real “scarcity” (3) Semiotic virtuosity (4) Codes for “appropriate” consumption demanding specialized knowledge (5) High degree of linkage of their consumption to body, person and personality.

## GOVERNMENT POLICY: EASIER LANDSCAPE

India is set to increase import duties on a number of luxury items, including automobiles, televisions, high-end mobile phones, tablets, laptops and exotic foods. As part of a series of strategic tax and FDI initiatives currently being implemented by Finance Minister Chidambaram, the increases are specifically targeted at imported consumer goods that add no manufacturing or FDI value to the country. India’s auto market has been suffering the past eight months with sales falling. However, it is the world’s sixth largest auto market and is expected to be the third largest by 2020. Luxury tax increases will mean a 100% surcharge on imported autos.

A growing band of nouveau riche with an urge to splurge on luxury lifestyle is forcing retailers to redefine luxury marketing in the country by getting staff to converse in local dialect and adopt homely etiquettes. This new class of luxury consumers is not necessarily aware of the trends emerging out of the fashion houses in Paris and Milan and, often, picks up the costliest item off the shelf partly because they cannot tell between labels. They find the opulence of shops in five-star hotels and English speaking salespersons intimidating. Although the Indian Government's recent FDI policy for single brand retail is a step forward to develop the luxury sector, additionally fine modifications considering welfare of every stakeholder on fingers, is desired to facilitate the fluent entry of foreign luxury tags in India. (FICCI and Booz &co. report, November 17, 2012). The entire luxury market in India can be generally divided into the following sectors:

- **Products:** Apparel and Accessories, Stationeries, Home Décor, Watches, Wines & Spirits, cosmetics and Jewellery.
- **Services:** Spas, Concierge service, Travel & Tourism (Resorts), Fine Dining (hotels and restaurants).
- **Assets:** Yachts, Cars, Fine Art, Automobiles.

“In the long run, there is a lot to be gained, even though the current circumstances are not favourable. Import taxes are as high as 30-40% in India. At state levels, taxes are almost prohibitive.” – HE Mr Joao Cravinho, Ambassador and Head Delegation of EU.

India is looking to create easier landscape for luxury marketers by making policies conducive enough for the market, India's additional finance secretary KP Krishnan told a conference co-organised by The Confederation of Indian Industry and The Economic Times that there was a pressing need to look at stabilising the rupee, create a conducive policy and taxation environment and address other issues such as infrastructure to put India firmly on the global luxury map. India offers a potential mass market for luxury goods in various price segments, an increasing number of people in the country were moving up the value chain in consumption patterns. India could also play a potentially transformational role in the global luxury market and there was great scope to create Indian luxury brands by linking our heritage and cultural crafts.

## **LUXURY DILEMMA: BHARAT TO INDIA**

Luxury has traditionally been bought and flaunted in the mega cities of Delhi and Mumbai. However, the luxury radar now includes pockets of consumers that go beyond the metropolitan cities. The geographical reach of luxury is no longer a big city phenomenon, but universal. Aspiring luxury consumers in India desire the allure of a western logo. The Indian perception of luxury demands that the luxury brand celebrates the values of Indian heritage. Whether it is the sarees by Hermès or the bandhgala by Canali, Indian luxury consumers prefer a fusion of western and eastern influences. India has a unique identity of luxury. The philosophy of Gandhi is still deeply rooted within the Indian sentiment across all socio-economic categories. The fine balance between restraint and conspicuousness is a particular challenge for luxury brands in India. Luxury in India is a multi-facet concept that invokes different meanings and perceptions. Traditional luxury in India has been about authenticity that is precious, unique and hand-crafted. This is manifested in the strong heritage of craftsmanship that is core to traditional brands such as the Indian jewellery brand Ganjam and European luxury brands like Louis Vuitton and Cartier. Luxury in India was exclusive, reserved for the elite. Today, luxury in India is not only exclusive, but also democratic. The scope of luxury in India ranges from the experience of drinking a latte in a coffee shop to the acquisition of diamond jewellery. Luxury in India has always been about the value of the raw material. It is no coincidence that India is the world's largest market for gold jewellery, demanding 746 tonnes of gold in 2015 Indian traditions dictate gold jewellery as a secure investment and The World Gold Council's 2011 advertising campaign's tagline, “This Diwali, don't just spend. Invest.” supports the belief that the purchase of gold jewellery should be ‘worth it’. However, Indian consumers are not just demanding value for money but increasingly the exclusive experience, prestige and sophistication a luxury brand can deliver The value proposition of luxury in India is based on rational (hard) and emotional (soft) factors (Atwal & Jain,2012).

## **DISCUSSIONS AND DEVELOPMENTS**

Since independence in 1947, life expectancy at birth has more than doubled, to 66 years from 32, and per-capita income has grown fivefold. In recent decades, reforms pushed up the country's once sluggish growth rate to around

8% per year, before it fell back a couple of percentage points over the last two years. For years, India's economic growth rate ranked second among the world's large economies, after China (Sen, 2013). After almost three years of slowing economic growth and elevated inflation, we are now seeing early signs of a reversal in the stagflation-type environment. Most high frequency indicators are signalling a bottoming out in growth which we expect to extend into a gradual recovery trend from quarter ending March 2013. More importantly, the improving productivity dynamic will finally help correct the macro stability indicators such as inflation and trade deficit (Ahya, 2013). The Indian economy is estimated to grow at a higher rate of 6.7 per cent in 2013-14 due to revival in consumption, according to a report by CRISIL. "India is growing very rapidly in our portfolio," said Mr Fred Hochberg, Chief, US Exim Bank, while highlighting India's strong long-term growth prospects.

In addition, the luxury market in India is expected to reach USD 14.73 billion by 2015 from an estimated USD 8.21 billion this year, with about 30 per cent of the customers coming from smaller cities. However, Indian luxury brands are not a fairy tale any more. The luxury products market (apparel, watches, jewellery, spirits, and electronics) has grown at 30%, reaching a market size of USD 2 billion. The luxury assets market-cars, homes and yachts-have grown at 25%, and have a market size of USD 2.8 billion. In the last year, 50 luxury outlets (product stores and car showrooms) have been added to the 200 that existed, a 25% growth in footprint. The market, at 1% of the global luxury market, is still small; the luxury products market in China is USD 12-13 billion and Europe is 40% of the global market (Hundekari, 2012).

Regardless of the financial crunch across the globe, size of the High Income earner clients prolong to broaden and spend over 40% of the monthly earning on the world's largest selected luxury brand names. In Indian context, Delhi is at the apex in spending the most on luxury brands followed by Mumbai (2nd), Ahmedabad (3rd) Chandigarh (4th), Kolkata (5th), Bangalore (6th), Chennai (7th) and Dehradun (8th) revealed by the recent ASSOCHAM survey. India's luxury market is expected to reach \$14.72 billion by 2015 from an estimated \$8.21 billion this year, with about 30% of the customers coming from smaller cities, according to a recent report by ASSOCHAM and Yes Bank. In a survey by ASSOCHAM and Yes Bank, about 65% respondents approved to say that tier-II cities in India are all set to be the new consumption hubs for luxury and numerous agreed that 'ladder to luxury' is the ultimate marketing strategy to penetrate in these towns followed by the e-retail route.

In 2012, millionaires in Asia outnumbered their counterparts in North America for the first time. According to the World Wealth Report 2013 released by consultancy Capgemini and RBC Wealth Management. The Asia-Pacific region has 3.68 million high net worth individuals (HNIs), compared to 3.73 million in North America. Asia surpassed Europe in 2010. India recorded a marginal decline, but that was largely because of notional losses in the exchange rate and a stock market slump. The new feature of the growth in the number of HNIs and the spread of luxury wares is that they are no longer restricted to the metros. It is difficult to get a handle on the number of rich in rural areas. Agricultural income is tax-free in India, and there are no reliable records of rich farmers. There is anecdotal evidence; however, that small-town luxury spending is shooting up. While the economic slowdown has impacted automobile sales, the luxury car segment has managed to retain its momentum, growing at a compound annual growth rate (CAGR) of 30% to 40% from 2008 to 2012. Now I am trying to furnish an outlook relating to development of luxury marketing in India through different news items.

Even as the Tatas and Infosys spread their wings across the globe acquiring auto marquees like Jaguar and Land Rover, many international luxury brands like LVMH, Gucci, Rolex, Chanel, Tommy Hilfiger and Brioni are opening boutiques or in the process of doing so, in Mumbai and Delhi and those already present have mega plans for further expansion in near future. Many others like Canali, Edmund Frette, Altagama and Missoni are studying the market or

scouting for local partners to start their operations. The French luxury conglomerate Louis Vuitton-Moët Hennessey (LVMH) has two stores in New Delhi and Mumbai and it is planning to open one each in Delhi and Bangalore. According to reports, LVMH has invested Rs 58 crore for picking up stakes in two companies. While Louis Vuitton has invested Rs 26.5 crore into LV Trading, Fendi, an LVMH enterprise has pumped in Rs 32.2 crore in Fun Fashion India. Fendi, that already has one store in the country distributing fashion clothing, bags, accessories, watches, jewellery and shoes, is planning to open six more stores. Leading Italian fashion brand Versace has already opened its first boutique in the country.

Luxe leather accessories brand Judith Leiber is also opening its first store in Delhi this year. Bollywood director Karan Johar is Dunhill's Indian brand ambassador. Many luxury watch brands like Rolex, Cartier, LVMH's Tag Heuer, Omega and Longines, and Fossil among others have opened franchise showrooms across major cities and are doing good business. In fact, Louis Vuitton plans to increase the number of Tag Heuer showrooms from 12 to 30 by the turn of the decade. There is a growing market for luxury cars too. India is a huge potential market for Frette. Luxury yacht makers, Princess Motor Yacht expects to sell over 50 yachts by 2011 from the measly three to five units currently. Even academic bodies are sensing this luxury boom. The IIM-A, in association with the Paris-based ESSEC business school, has started a course on luxury retail (Pandey, 2008).

Though the domestic luxury sector consists of many categories like men clothing, accessories, watches, footwear, fragrances, jewellery, cosmetics & skincare, and electronic gadgets, intimate wear, wine & liquor, travel & leisure, health and wellness, fine dining, and home décor among others, expert say the accessories and gourmet food segments will be the sunshine categories. In line with the global trends the accessory segment consisting of handbags, high-end gadgets, and designer shoes. Radha Chadha, the author of *The Cult of Luxury Brand: Inside Asia's love affair with luxury brands*, and a leading marketing and consumer insights expert, says women bags and watches will do well, followed by clothes. For men, watches and suits will do well while luxury jewellery will take sometime to gather base.

## RECENT TRADE AND TRENDS

Euromonitor International's latest research on the global luxury goods market indicates another solid year's performance for 2013. Driven mainly by strength in emerging economies, overall retail growth is set to be stronger than in 2012, with luxury goods sales to exceed \$318 billion worldwide. This will represent a year-on-year real value gain of over 3% on 2012. The majority of this impressive growth comes from emerging markets such as China, India, Indonesia and Malaysia. While Euromonitor International forecasts that by 2018 the United States, with a projected 34 million high-income earners, will continue to lead the luxury goods industry, countries with rapidly growing populations of high earners such as India, Malaysia, Indonesia, Mexico and Brazil, offer the greatest opportunities for businesses and brands offering luxury goods and services.

India was by far the most dynamic luxury goods market over the 2008-2013 period and is forecast to grow by a further 86% in constant value terms over the five years to 2018, followed by China at 72%, Brazil at 31% and Russia at 28%.

The luxury car market, though nascent in India, is growing rapidly; luxury car segment had grown 21 per cent during the first half of the current fiscal compared with the corresponding period of the previous year. "Our company has registered a 30 per cent growth between April and October 2013.

The entry level car Jaguar XF has been the bestselling vehicle. But that does not mean that other cars from Jaguar Land Rover stable are not doing well. The company has a network of 19 distribution outlets across 17 cities in India.

It plans to expand the network to 22- 23 outlets before the end of the year, said Rohit Suri, Vice- President, Jaguar Land Rover India (Ravathy, 2013).

Sahara Group, the embattled Lucknow-based conglomerate, plans to launch an Indian luxury chain to sell 'Made in India' luxury goods in international markets such as the US and the UK. "The focus is to create the first Indian premium luxury brand, which will expose the global consumer to India as never seen before," said Chandni Roy, who is spearheading the initiative to open luxury lifestyle stores across the globe (Rathore, 2013).

Vanita Bhatia, left her cushy bank job which was to deal with rich clients and created an on-ground fashion and lifestyle exhibition event called 'Divalicious', which provides a platform for boutiques, established designers and even fresh talent to connect with wealthy individuals. "The banking career helped me get a wider understanding of business and gave me knowledge of and access to the rich set," says Dubai based Bhatia, who is tapping into India's growing number of affluent people. "Despite the recession, India's appetite for luxury products is only growing." Bhatia is not the only one who has laughed all the way away from the bank.

More than half-a-dozen luxury entrepreneurs in the country now are former bankers. Experts say their wide contacts and inside-out knowledge of lifestyles, preferences and tastes of the urban rich make bankers a perfect fit for luxury business. "Luxury marketing is direct. So knowing people personally helps not only in finding the right consumers for a certain product or service, but also to look for investors," says Piyush Sinha, professor of marketing at IIM-Ahmedabad.

Two major luxury brands, Godiva chocolates and Faberge jewellery, have unveiled their plans to expand their presence in the emerging Indian market. While the Belgian chocolates will kick off with a store soon, Faberge aims to build on its gem-cutting base in Jaipur. "India is important for us as part of our going East strategy. Indian tourists already experience Godiva in stores such as London and Paris. The key challenge will be to understand the local market and adapt out products and services to Indian tastes," said Guillaume de Foucalt, vice-president of Godiva Chocolatier, at the India Summit 2013 in London. The India Summit at Montcalm Hotel in central London was organised by Plus 91 Europe, a UK-based network of CEOs and corporate professionals, with the aim of exploring and analysing growth opportunities for Western companies in the Indian market. "India is not only one of my favourite countries but also an important giant economy. It offers a touch more certainty that you don't always have in developing markets elsewhere," said keynote speaker Kenneth Clarke, a minister without portfolio in British Prime Minister David Cameron's Cabinet. (PTI, Nov 15, 2013).

Popular brands such as Gucci, Police, Louis Vuitton (mainly purses), Bvlgari diamonds, Rolex watches and Prada dresses are counterfeited and sold widely in India. Many such products come from China. That's not all - one can find luxury brands even in product categories not manufactured by the original brands. One such example is Harley Davidson deodorants. "A Mumbai-based company was selling Harley Davidson deodorants across India not only to wholesalers but also in modern retail, which gave an impression to consumers that the products were genuine," says Rajan Narula, managing partner at Intellectual Property Attorneys, a Gurgaon-based law firm that took up the iconic motorcycle maker's case.

It also helped Burberry in tracking down and conducting raids at outlets selling fakes in places like Chennai. Not just foreign brands, expensive Indian designer wear too is being copied, mass produced and sold at price points and quality much lower than the originals. Kimaya, a multi-brand retail chain that sells designer wear across India, has also filed a case against Kolkata-based retailer 'Simaya', which sells copies of its designer wear. (Rathore, 2013).

## LUXURY THROUGH DATA AND INTERPRETATIONS

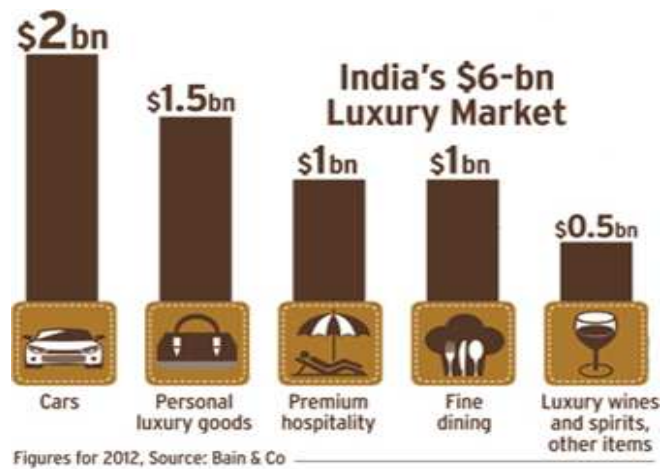


Figure 1

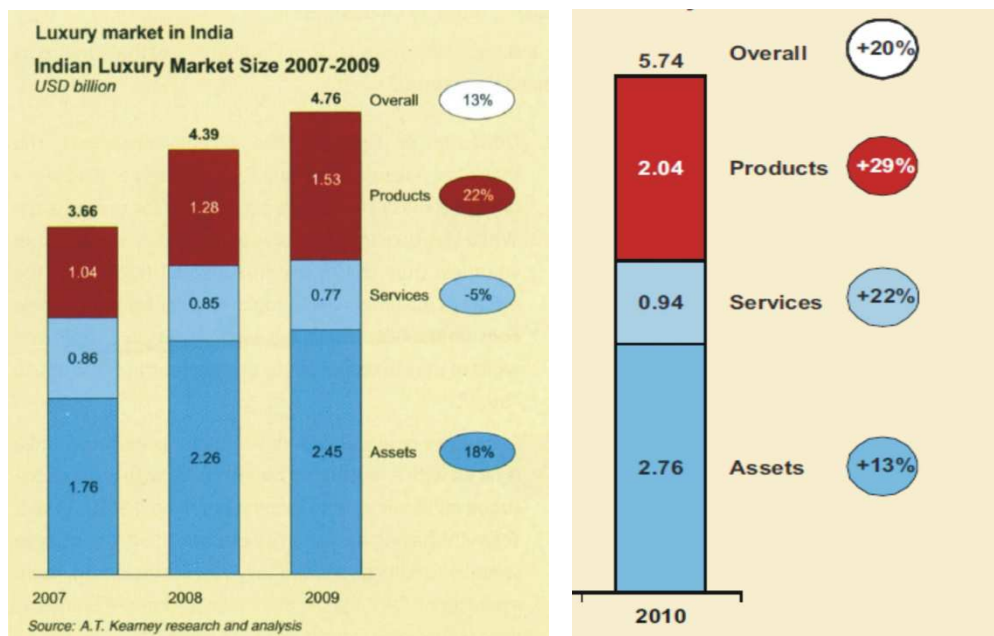


Figure 2

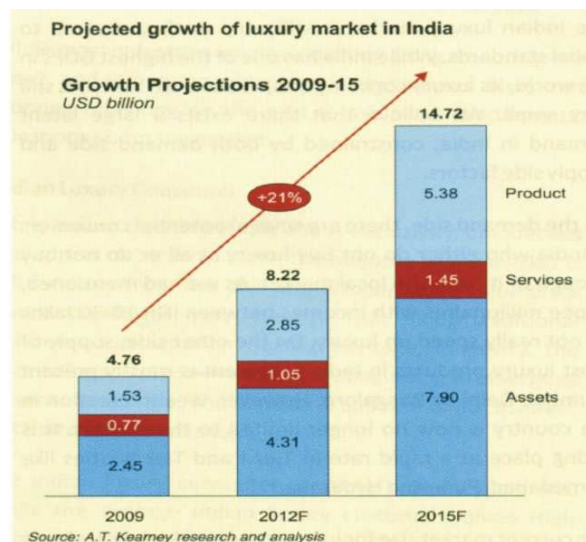


Figure 3



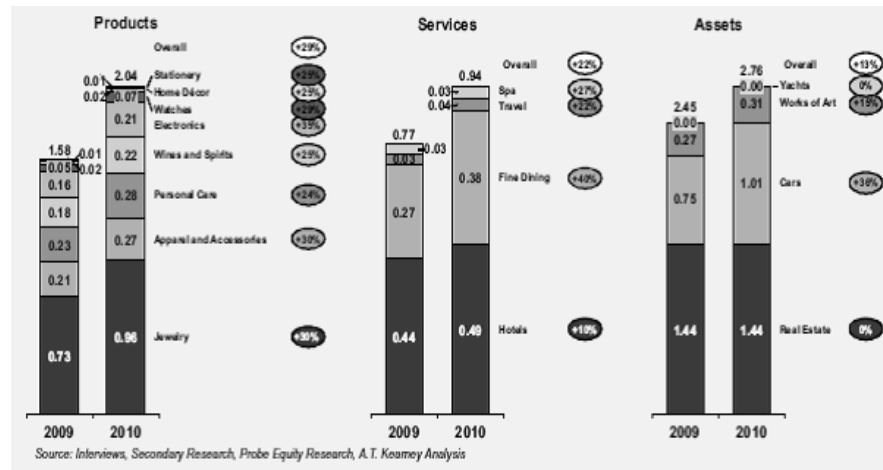


Figure 4

### Luxury Personal Care Market in India, South East Asia and China (USD Mn)

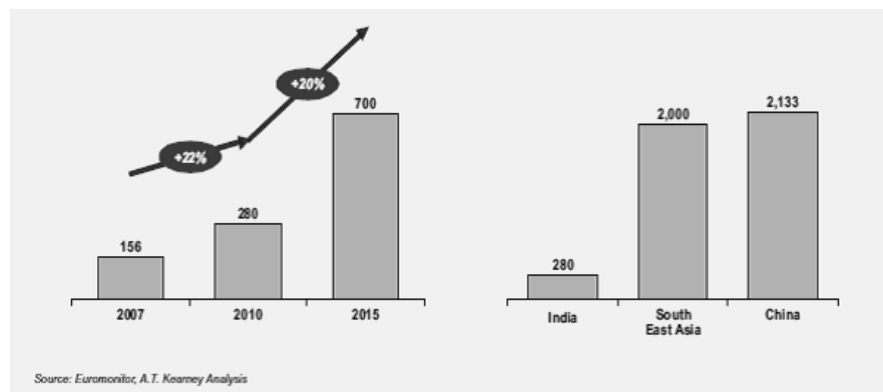


Figure 5: (a) Total Market and (b) Luxury Market Segmentation in India by Value (2010)

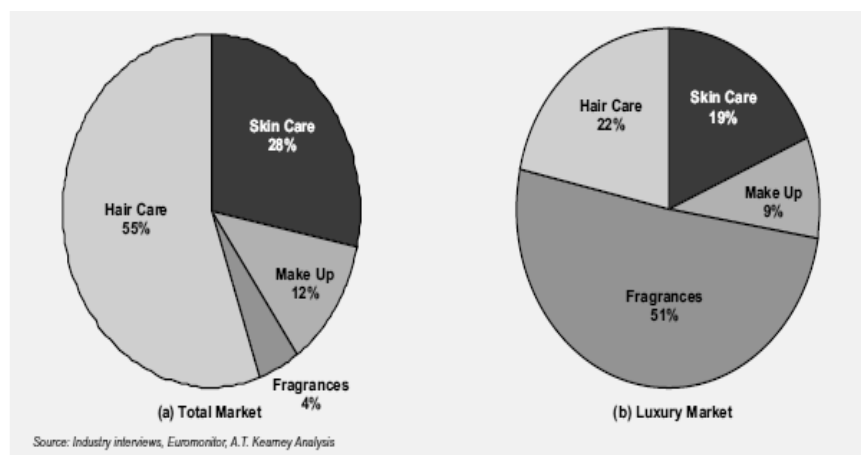


Figure 6

## CHALLENGES, SUGGESTIONS AND CONCLUSIONS

The primary challenge for players in the Indian luxury market is that the market is small, growing fast but not exponentially and while growth is evident, bottom line rewards are insufficient. The key question to hence think about is what could be done to liberate the constraints on growth, so that it turns exponential and while we wait for it to happen, how do we find a way to make some money? We believe there are three paths that luxury players could choose to take in India.

- Grow Cautiously
- Experiment Selectively
- Market Making (CII-AT Kearney Report, 2011).

## SUGGESTIONS

- Generating brand visibility is essential to establish credibility and ensure social acceptance. It is, however, vital that the luxury brand is visible to the right people at the right time in the right place.
- International luxury brands need to create a fine balance that integrates a brand's global values with Indian meaning. 'Made for India' has already been recognized as a cornerstone of international luxury brand's strategy. Indianness needs to go beyond the adaptation of existing products but to be incorporated across all touch points of a luxury brand experience.
- International luxury brands need to build strong bridges that will connect the brand with the defined target. This can be achieved by the three Ps of access: Physical, Price and Play. Physical access is derived by breaking down the physical barriers between the luxury brand and the consumer. International luxury brands need to seek a mix of channels of access to bring luxury closer to emerging and mature luxury consumers.
- International luxury brands need to develop meaningful interactions. The need to win the consumer's confidence and build trust was demonstrated. Harley enthusiasts are able to share their common passion through a shared community. Relationships are ongoing and holistic that involves and immerses the consumer at an emotional level. (Atwal and Jain, 2012).

Almost 70% of Indians even today are residing in rural section; they have purchasing power, willing to spend to prove themselves elite. Luxury to them is buying kilograms of silver and gold and owning acres of land. Now they need to be explained how spending on a Cartier watch, a Louis Vuitton handbag or a Hermes scarf can flaunt their success. At this juncture, consumption pattern and consumer behaviour is different from western countries. Ours is an emerging economy, citizens are saving oriented, HNIs are mushrooming high and the trade policies are relaxed. The entire scenario is transforming today, citizens are migrating for the urban life and the rural parts are also industrialized. Besides from the fact that top quality comes at a price none can deny that in luxe market, demand is outpacing supply. The market has long mile to go. Every culture, country and region has its own uniqueness. So has India but we can't ape the west for the cultural, economic and social reasons. Saluting the distinct consumption pattern of the golden bird- India, the love for luxury is booming with time.

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